

**Notice of the Village of Volente Regular Council Meeting,  
Tuesday, December 21, 2010, 6:00 P.M. at  
VVFD and Community Center, 15406 FM 2769, Volente, Texas.**

A quorum of the Planning & Zoning Commission and the Board of Adjustments may be present.

**AGENDA**

**A. ITEMS OPENING MEETING**

1. Call to order. Mayor Justine Blackmore-Hlista
2. Roll Call City Secretary
3. Pledge to the Flag and reading of Village Vision Statement:

**B. CITIZEN COMMUNICATIONS:** At this time, any person with business before the Council not scheduled on the agenda may speak to the Council. No formal action can be taken on these items at this meeting. Three (3) minute time limit.

**C. GENERAL BUSINESS AND ACTION ITEMS**

1. Consideration and possible approval:
  - a. of Minutes October 19, 2010
  - b. Financial Statement and balance sheets for October, November and part of December.
2. Discussion and possible action to adopt resolution in support of an economic value study of Lake Travis. (Mayor Blackmore-Hlista)
3. Discussion and possible action to commit funds towards the commissioning of a consultant to do a Study of the Economic Value of Lake Travis (not to be expended until all monies needed for the project have been formally pledged and/or acquired). (Mayor Blackmore-Hlista)
4. Discussion and possible action regarding a Winter Festival (Councilmember Hammond)

**D. Future meeting & agenda items.**

**F. Adjourn**

If you have questions or comments, please contact the Village Office at (512) 250- 2075.

*The Village of Volente reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any enforcement of the matters listed above, as authorized by Texas Government Code Sections 551.071 ( Consultation with Attorney), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices) and 551.086 (Economic Development).*

The Village of Volente is committed to compliance with the Americans with Disabilities Act (ADA). Reasonable accommodations and equal access to communications will be provided to those who provide notice to the Village Office at (512) 250- 2075 at least 48 hours in advance.

I certify that a copy of the \_\_\_\_\_, agenda of items to be considered by the Council of the Village of Volente was posted on the Village Office Window on \_\_\_\_\_.

\_\_\_\_\_  
Jennifer Zufelt, City Secretary

**Village of Volente Executive Session  
and Regular Council Meeting,  
Tuesday, October 19, 2010,  
Executive Session at 6:30 PM  
Regular Meeting at 7:00 P.M. at  
VVFD and Community Center, 15406 FM 2769, Volente, Texas.**

**MINUTES**

**A. ITEMS OPENING MEETING**

- 1. Call to order. Mayor Justine Blackmore-Hlista**

Mayor Blackmore-Hlista called the meeting to order at 7:00 P.M.

- 2. Roll Call City Secretary**

The following members were present: Mayor Blackmore-Hlista, Councilmember Hammond, Councilmember Graber, Councilmember Wilder and Councilmember Graci. Councilmember Scott was absent.

- 3. Pledge to the Flag and reading of Village Vision Statement:**

Mayor Blackmore-Hlista led the pledge and Councilmember Graci read the Vision statement.

**B. CITIZEN COMMUNICATIONS:**

There were no comments.

**C. GENERAL BUSINESS AND ACTION ITEMS**

- 1. Consideration and possible approval:  
a. of Minutes September 15, 2010, September 21, 2010 & September 30, 2010**

Councilmember Hammond made a motion to approve all the minutes.  
Councilmember Graci seconded the motion. The Motion carried unanimously.

- b. Financial Statement and balance sheet for September 2010.**

Financial statement and balance sheet reviewed. City Secretary asked Council what they preferred to have on the financial statements & balance sheets. No suggestions given, satisfied with reports. Councilmember Graci made a motion to approve the

financial reports. Councilmember Hammond seconded the motion. The Motion carried unanimously.

**c. of client agreement from Scanlan, Buckle & Young.**

Councilmember Graci made a motion to authorize the Mayor to sign the agreement contract from Scanlan, Buckle and Young. Councilmember Wilder seconded. The motion carried unanimously.

**2. Action from Executive Session if any.**

No action

**3. Receive update from consultant regarding coalition and lobbying efforts on behalf of Lake Travis and Volente.**

Consultant Sandra Haverlah gave update regarding the newly formed coalition and that the third meeting will be October 25<sup>th</sup>. Many businesses and small communities have shown support.

**4. Receive update regarding Pedernales upgrade.**

Councilmember Graci summarized the public meeting saying that an effort to contact and meet with USFW is underway to try and get an answer to the possibility of going around the preserve with the upgrade. Allison Thrash has asked for some numbers from PEC and stated she has a meeting with them on October 22<sup>nd</sup>.

**5. Discussion of developing a strategic plan for the Village for 1, 3 and 5 years.**

Councilmember Wilder spoke to Council about doing strategic planning by forming sub committees and having quarterly meetings to put together ideas such as infrastructure, business, roads, etc. Council and Planning and Zoning will have a joint work session in near future to list priorities before organizing sub committees.

**6. Public Hearing on the proposed zoning ordinance amendment to define and regulate mobile homes and recreational vehicles within the Village.**

Mayor Blackmore-Hlista opened the public hearing.

- Bob Steichen of FM 2769 voiced concern that there are too many regulations.
- Anne Steichen of FM 2769 also voiced concern that there was not an issue just because of one incident.
- Richard Roucloux of Joy Rd voiced concern of too many restrictions stating that when Volente incorporated it was to be minimal government.

Judy Graci, Babs Yarbrough and Mattie Adams also spoke.

Village attorney Tom Buckle stated a special use permit could be issued for RV's. Public hearing was closed.

- 7. Consideration and possible action on Planning and Zoning recommendation to amend the zoning ordinance to define and regulate mobile homes regarding the location and/or use of temporary, manufactured and/or mobile homes on residentially zoned lots.**

Council recommended that the proposed amendment be sent back to P&Z for further review.

- 8. Consideration and possible action finalizing the fall festival/farmer's market.**

Councilmember Hammond stated he has approximately twenty five vendors. Ask council to consider hiring a Constable for traffic control but Council didn't feel necessary. Festival is Saturday October 23 from 9am – 1 pm.

**D. Future meeting & agenda items.**

Will schedule a special meeting to do resolution for appointment of Tom Buckle to the Travis County Appraisal Board early Saturday Morning, October 23<sup>rd</sup> at 8:15 AM.  
Will also look at scheduling a joint session for strategic planning.

**F. Adjourn**

Councilmember Wilder made a motion to adjourn. Councilmember Hammond seconded. The motion carried unanimously. Meeting adjourned at 8:15 PM.

PASSED AND APPROVED THIS \_\_\_\_\_ DAY OF NOVEMBER, 2010

\_\_\_\_\_  
Justine Blackmore-Hlista, Mayor

ATTEST:

\_\_\_\_\_  
Jennifer Zufelt, City Secretary

# Village of Volente Expense Report

Project Name: **Volente Farmer's Market & Fall Festival**

Date: October 23, 2010

<b>One-Time Costs [to Be Amortized Over 4 Festivals]</b> (Vendor)	<b>Amount / Amortized Rate</b>
Re-usable Road Signs and Large Banner ( <i>Signs Republic</i> )	\$240.00 / \$60.00
Fall Festival 4-color Road Banner ( <i>Signs Republic</i> )	\$79.00 / N/A
Online Design License for Postcards & Adverts ( <i>Inkd</i> ) unlimited usage throughout the year	\$119.40 / \$29.85
6 Outdoor Gazebo Tents ( <i>Walmart</i> )	\$448.16 / \$112.04
4 Foldable Tables ( <i>Walmart &amp; Home Depot</i> )	\$187.11 / \$46.78
Stake Driver for Signposts ( <i>Home Depot</i> )	\$26.00 / \$6.50
Package of Plastic Fence Ties ( <i>Home Depot</i> )	\$4.99 / \$1.25
Gaff tape for stage safety ( <i>Rock n Roll Rentals</i> )	\$18.39 / \$4.60
Magic Markers for Custom Parking Signs, etc.	\$4.20 / \$1.05
<b>Subtotal</b>	<b>\$1127.25 / \$281.81</b>

<b>Recurring Costs</b>	<b>(Vendor)</b>	<b>Original Cost</b>	<b>Less Refunds</b>	<b>Final Cost</b>
Advertising for 2 weeks ( <i>Hill Country News</i> )		\$372.00	N/A	\$372.00
Musicians (\$75/musician x 3 musicians)		\$225.00	Allison donated her band!	\$225.00
Kids Bounce House ( <i>Bounce Around Austin</i> )		\$125.00	-\$64.00 (\$2 per session)	\$61.00
Sound Equip Rental ( <i>Rock n Roll Rentals</i> )		\$60.62	N/A	\$60.62
Soundboard Engineer		\$0	Eric Hammond volunteered his time	\$0.00
Harvest Décor for Stage ( <i>Walmart</i> )		\$27.06	N/A	\$27.06
Burgers/buns/veggies/condiments to cover for Organic Burger Vendor who dropped at last moment.		174.59	-\$53.49 HEB Refund ----- -\$60 (cash for burgers sold) Total = -\$113.49	\$61.10
Pumpkins for Kid Activities ( <i>HEB</i> )		\$87.15	-\$47.31 HEB Refund ----- -\$40 (cash for pumpkins sold) Total = -\$87.31	-\$0.16
Water for Volunteers & Musicians ( <i>HEB</i> )		\$14.56	N/A	\$14.56
Beer for Clean-Up Crew Volunteers ( <i>HEB</i> )		\$15.58	N/A	\$15.58
Gas for 144 miles of Mkt. errands ( <i>HEB</i> )		\$20.00	N/A	\$20.00
Orange Marking Spray Paint ( <i>Home Depot</i> )		\$4.99	N/A	\$4.99
<b>Subtotal</b>		<b>\$1126.55</b>	<b>-\$264.80</b>	<b>\$861.75</b>
<b>Total from this Page</b>	<b>( \$1127.25 + \$861.75 )</b>			<b>\$1989.00</b>

# Village of Volente

## Income & Expense

### October 1 through December 16, 2010

Oct 1 - Dec 16, 10

Ordinary Income/Expense		
Income		
4010 · Real Property Tax - Current Yr	16,301.25	
4020 · Penalties & Interest	12.36	
4040 · Franchise Fees	6,129.66	
4050 · Sales & Use Taxes	7,684.39	
4402 · Sign Permit Fees	220.00	
4999 · Uncategorized Income	968.00	
Total Income	31,315.66	
Gross Profit		31,315.66
Expense		
10000 · Bank service charges	39.91	
5020 · Wages Reg Employees	7,065.39	
5026 · Employment Taxes	397.77	
5027 · Payroll Services	151.17	
5028 · Emp Benefits Ins	1,406.61	
5100 · Attorney	2,565.91	
5113 · Development Inspection Serv Rei	200.00	
5114 · Development Plan Review Reimb	327.92	
5120 · Special Engineering Consultant	1,000.00	
5127 · Tax Collection - Travis Co	1,051.68	
5128 · Advertising/Public Notices	0.00	
5211 · Events	3,054.35	
5212 · Office Supplies - General	109.10	
5213 · Office Supplies printing	333.52	
5214 · Office Supplies - Postage	14.60	
5216 · Equipment Rental	941.33	
5218 · Website Maintenance	300.00	
5220 · Dues, Fees, & Subscriptions	135.00	
5222 · Utilities - Electric	102.63	
5223 · Telephone Internet	490.97	
5240 · Insurance, Liab/workers comp	549.17	
5263 · Street Signs (New & Repairs)	686.00	
5266 · Energy Grant Project	10,124.00	
66901 · *Reconciliation Discrepancies	-4.90	
Total Expense	31,042.13	
Net Ordinary Income	273.53	

**Village of Volente**  
**Income & Expense**  
 October 1 through December 16, 2010

	Oct 1 - Dec 16, 10
Other Income/Expense	
Other Income	
1045 - Lime Creek Escrow Interest	24,419.86
Total Other Income	24,419.86
Net Other Income	24,419.86
Net Income	<u>24,693.39</u>

10:40 AM  
12/16/10  
Accrual Basis

**Village of Volente**  
**Balance Sheet**  
As of December 16, 2010

	<u>Dec 16, 10</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · General Fund -Capital One	13,062.73
1020 · 4677 Parkland fee acct	61,250.00
1040 · Savings Account 7/08/10	<u>500,126.72</u>
Total Checking/Savings	<u>574,439.45</u>
Total Current Assets	<u>574,439.45</u>
<b>TOTAL ASSETS</b>	<u><b>574,439.45</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>6,178.31</u>
Total Accounts Payable	<u>6,178.31</u>
Total Current Liabilities	<u>6,178.31</u>
Total Liabilities	<u>6,178.31</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>6,178.31</b></u>



10:39 AM  
12/16/10  
Accrual Basis

**Village of Volente**  
**Balance Sheet**  
As of November 30, 2010

	<u>Nov 30, 10</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · General Fund -Capital One	-13,136.50
1020 · 4677 Parkland fee acct	61,250.00
1040 · Savings Account 7/08/10	500,126.72
Total Checking/Savings	<u>548,240.22</u>
Total Current Assets	<u>548,240.22</u>
<b>TOTAL ASSETS</b>	<b><u>548,240.22</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	9,510.22
Total Accounts Payable	<u>9,510.22</u>
Total Current Liabilities	<u>9,510.22</u>
Total Liabilities	<u>9,510.22</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>9,510.22</u></b>

Village of Volente  
**Balance Sheet**  
As of October 31, 2010

	<u>Oct 31, 10</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · General Fund -Capital One	-24,233.56
1020 · 4677 Parkland fee acct	61,250.00
1040 · Savings Account 7/08/10	<u>500,126.72</u>
Total Checking/Savings	<u>537,143.16</u>
Total Current Assets	<u>537,143.16</u>
<b>TOTAL ASSETS</b>	<b><u>537,143.16</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>6,711.70</u>
Total Accounts Payable	<u>6,711.70</u>
Total Current Liabilities	<u>6,711.70</u>
Total Liabilities	<u>6,711.70</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>6,711.70</u></b>

To: Councilmembers

From: Mayor Blackmore-Hlista

Re: Resolution and contribution in support of a Lake Travis Economic Value Study

Dear Councilmembers,

As you know, Volente has been a leader in organizing and advocating for the protection of Lake Travis. One of our goals has been to encourage other communities and political entities around Lake Travis to become more involved, for instance by starting the Lake Travis Community Coalition. Many communities are beginning to respond, and Travis County is leading an effort to scope and fund a study of the economic value of Lake Travis to Central Texas and the state in general. Such a quantitative study would give communities that depend on the quality and quantity of water in Lake Travis a voice with the policy makers charged with overseeing the future of Lake Travis.

Many entities seek to benefit by drawing down the level of Lake Travis or by lowering the water quality standards for Lake Travis. These entities believe that the economic benefit to their communities has more importance than any potential economic impact to other communities. The goal of the study is to quantify the economic value of Lake Travis and its surrounding communities, and to estimate the economic impact if the quantity or quality of the water changes. Such studies are well-known and invaluable tools to policy makers. For instance, according to the LCRA's Tom Mason, the communities and businesses downstream of Lake Travis have commissioned a similar study to demonstrate their economic dependence on flows in the Lower Colorado.

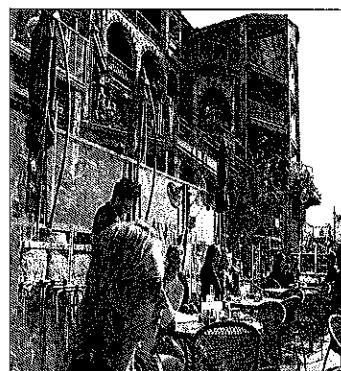
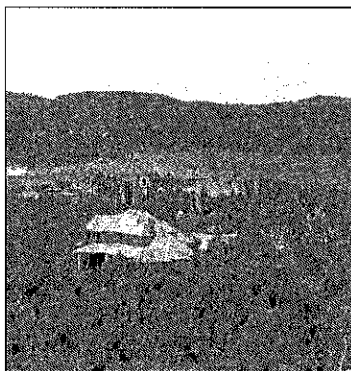
The study is estimated to cost \$150K, and Karen Huber believes there are enough stakeholders who have expressed interest that the amount can be achieved. Travis County has pitched in \$20K, Briarcliff \$5K, WCID17 \$10K, and several other communities and Chambers of Commerce have expressed support and are in the process of deciding contribution amounts. I ask that Volente support and contribute money to the cause, contingent upon all monies being pledged and/or acquired. Please review the accompanying documents for further information, and consider the value that such a study could have when discussing the future of Lake Travis with policy makers. Please also consider an amount for contribution - I suggest something in the range of \$5-10K.

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Sincerely,

Justine

# LAKE TRAVIS ECONOMIC DEVELOPMENT STUDY



## Background

This study is intended to be used as a baseline quantitative tool that assesses the value of Lake Travis as a significant regional economic engine. By analyzing various revenue streams, the study will provide a basis for recognition of the economic value of Lake Travis as it has evolved beyond its historical creation as a water reservoir and for flood control.

## Study Scope

### *Economic Activity*

1. Spending by households, tourists, lake industries, and external support industries and businesses
2. Measuring jobs from residential, commercial, construction, and industrial sectors

### *Water Levels*

1. Measuring low water levels effect on real estate, recreation, parks, business, and taxes
2. Calculating added costs such as moving ramps and water intakes

### *Water Quality*

1. Quantifying the industries and businesses that are dependent on water quality and clarity

## Comparable Economic Development Studies

- There was a study preformed in May 2009 by RCLCO on Lake Martin in Alabama. The study was initiated by a partnership with Alexander City, Elmore County, Lake Martin Area Economic Development Alliance, Lake Martin Resource Association, Middle Tallapoosa River Basin Clean Water Partnership, Russell Lands, Inc., and Tallapoosa County.
- Their study evaluated similar economic activities and lake levels as the proposed Lake Travis study. However, the Lake Martin study did not encompass a water quality component.
- The study has been well received and to-date there has been no negative feedback. In fact, a presentation on the Lake Martin study received a standing ovation when presented to the Alabama Legislative Hearing on the Alabama State Water Plan.

### Organization & Meetings

- There was an initial meeting in September 2010 with potential stakeholders that encompassed most lake adjacent municipalities, chambers of commerce, and some larger companies including 3M and Samsung.
- During this meeting there was a presentation on the Lake Martin Study, a show of support to create a Lake Travis study, and a decision to form a steering committee.
- The steering committee is composed of representatives of WCID17, Lago Vista, Lakeway, Jonestown, Briarcliff, Volente, Travis County, and the Lake Travis Chamber of Commerce.
- The committee was charged with examining the scope of the study and the inclusion of other stakeholders. This steering committee has met four times and has finalized the scope, reached out to other potential partners, and researched & identified economic consultants. The steering committee is prepared to make a recommendation on an economic consultant to the full group of stakeholders.
- This larger stakeholder meeting is slated for December 9, 2010 where the steering committee will present its findings.
- Travis County is requested to act as the fiscal agent and legal administrator.

### Participants

Participants who have expressed interest in the study include:

<b>Municipalities</b>	<b>Chambers of Commerce</b>	<b>Private Sector/ Water Districts</b>
Austin	Lago Vista/Jonestown Chamber Of Commerce	Hurst Creek MUD
Briarcliff	Lago Vista/Jonestown Economic Development Alliance	Lakeway MUD
Jonestown	Lake Travis Chamber of Commerce	Point Venture MUD
Lakeway		Samsung
Lago Vista		WCID 17
Point Venture		3M
Village of the Hills		
Volente		

### Study Costs

The estimated costs of the study are \$150,000. Many of the stakeholders list above are starting the contribution process. Thus far, Travis County is expected to commit \$20,000, WCID 17 has passed a resolution to contribute \$10,000, and Briarcliff passed a \$5,000 pledge.

**TRAVIS COUNTY COMMISSIONERS COURT AGENDA REQUEST**

Please consider the following item for: (fill in date of meeting)

DATE OF VOTING SESSION: 11/23/2010

A. REQUEST MADE BY: Karen Huber  
(County Commissioner Precinct 3)

**B. REQUESTED TEXT:**

Consider and take appropriate action on:

- 1) Participation and contribution of funds and services for an economic development and water quality study of the Lake Travis area.
- 2) Negotiations of interlocal agreements with other local governments and economic development entities in the Lake Travis vicinity for participation in funding of a Lake Travis economic development and water quality study.

**COUNTY JUDGE OR COMMISSIONER**

- A. Any backup material to be presented to the Court must be submitted with this Agenda Request (Original(s) & 8 copies).
- B. Please list all of the agencies or officials' names and telephone numbers that might be affected by or involved with this request. The originating department should send a copy of this Agenda Request and backup to them:

**REQUIRED AUTHORIZATIONS: PLEASE CHECK IF APPLICABLE:**

☐ Additional funding for any department or for any purpose  
☐ Transfer of existing funds within or between any line item budget  
☐ Grant

**PURCHASING OFFICE (854-9700)**

☐ Bid, Purchase Contract, Request for Proposals

**COUNTY ATTORNEY'S OFFICE (854-9415)**

☐ Contract, Agreement, Policy & Procedure

**AGENDA REQUEST DEADLINE:** All agenda requests and supporting materials must be submitted to County Judge's office, Room 520, in writing by Tuesdays at 12:00 p.m. for the next week's meeting. Late or incomplete requests may be deferred to the following week's meeting.

# Memorandum

**To:** Commissioners Court

**From:** Karen Huber

**Date:** 11/23/10

**Re:** Participation and contribution in a Lake Travis Economic Development & Water Quality Study

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## **Action Requested:**

### **For Travis County to:**

- A.** Support, in principle, participating with other stakeholders in commissioning a consultant to do a Study of the Economic Value of Lake Travis.
- B.** Commit \$20,000 towards the commissioning of the consultant (not to be expended until all monies needed for the project have been formal pledged and/or acquired).
- C.** Serve as the fiscal agent for the stakeholder group via interlocal agreements with each stakeholder (which is being developed and will be brought back to the Commissioners Court at a later date for approval).
- D.** Provide in-kind services, including legal, scientific (water quality) and facilitating contract procurement with a consultant for the project.

## **Background**

This study is intended to be used as a baseline quantitative tool that assesses the value of Lake Travis as a significant regional economic engine. By analyzing various revenue streams, the study will provide a basis for recognition of the economic value of Lake Travis as it has evolved beyond its historical creation as a water reservoir and for flood control.

## **Study Scope**

### *Economic Activity*

- 1. Spending by households, tourists, lake industries, and external support industries and businesses
- 2. Measuring jobs from residential, commercial, construction, and industrial sectors

### *Water Levels*

- 1. Measuring low water levels effect on real estate, recreation, parks, business, and taxes

2. Calculating added costs such as moving ramps and water intakes

#### *Water Quality*

1. Quantifying the industries and businesses that are dependent on water quality and clarity

#### **Comparable Economic Development Studies**

- There was a study performed in May 2009 by RCLCO on Lake Martin in Alabama. The study was initiated by a partnership with Alexander City, Elmore County, Lake Martin Area Economic Development Alliance, Lake Martin Resource Association, Middle Tallapoosa River Basin Clean Water Partnership, Russell Lands, Inc., and Tallapoosa County.
- Their study evaluated similar economic activities and lake levels as the proposed Lake Travis study. However, the Lake Martin study did not encompass a water quality component.
- The Lake Martin study was conducted because like Lake Travis, Lake Martin is a variable-level lake that is negatively impacted by low water levels.
- The study has been well received and to-date there has been no negative feedback. In fact, a presentation on the Lake Martin study received a standing ovation when presented to the Alabama Legislative Hearing on the Alabama State Water Plan.

#### **Organization & Meetings**

- There was an initial meeting in September 2010 with potential stakeholders that encompassed most lake adjacent municipalities, chambers of commerce, and some larger companies including 3M and Samsung.
  - During this meeting there was a presentation on the Lake Martin Study, a show of support to create a Lake Travis study, and a decision to form a steering committee.
  - The steering committee is composed of representatives of WCID17, Lago Vista, Lakeway, Jonestown, Briarcliff, Volente, Travis County, and the Lake Travis Chamber of Commerce.
  - The committee was charged with examining the scope of the study and the inclusion of other stakeholders. This steering committee has met four times and has finalized the scope, reached out to other potential partners, and researched & identified economic consultants. The steering committee is prepared to make a recommendation on an economic consultant to the full group of stakeholders.
- 
- This larger stakeholder meeting is slated for December 9, 2010 where the steering committee will present its findings.



## Opportunities

- This study will further quantify the contribution of Lake Travis property to the Travis County tax base.
- The study will help Travis County elaborate on previous positions made by the Commissioners Court that Lake Travis water quality degradation could adversely impact Travis County parks and property values.
- The results of the study could be used in planning and policy making – such as LCRA water management practices and TCEQ administrative rule changes.
- The information from the study could be utilized in the Travis County Comprehensive Plan. For instance, the empirical statistics related to Travis County parks could be a helpful tool in future benefit/cost analyses and decision making efforts.

## Participants

Participants who have expressed interest in the study include:

<b>Municipalities</b>	<b>Chambers of Commerce</b>	<b>Private Sector/ Water Districts</b>
Austin	Lago Vista/Jonestown Chamber Of Commerce	Hurst Creek MUD
Briarcliff	Lago Vista/Jonestown Economic Development Alliance	Lakeway MUD
Jonestown	Lake Travis Chamber of Commerce	Point Venture MUD
Lakeway		Samsung
Lago Vista		WCID 17
Point Venture		3M
Village of the Hills		
Volente		

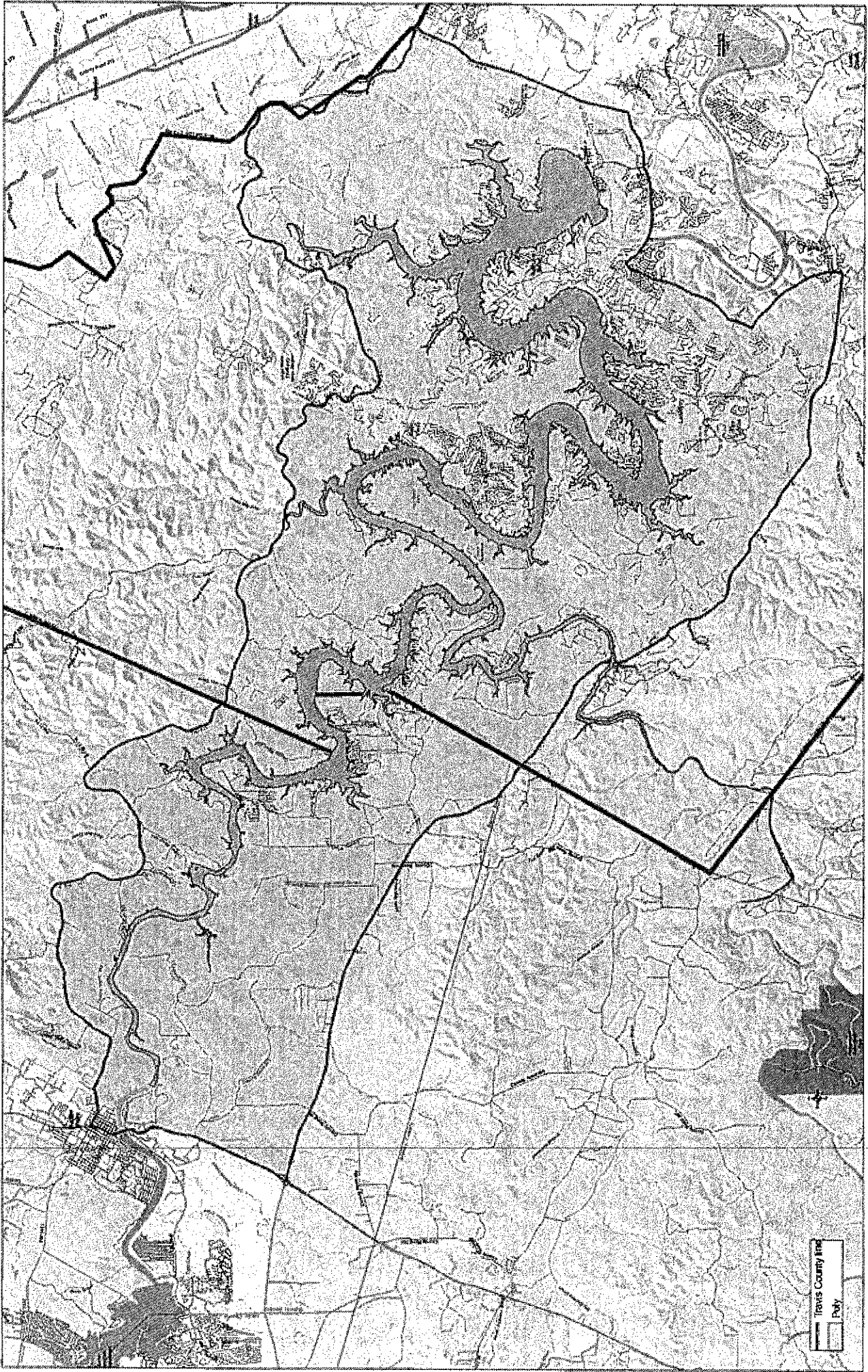
## Study Costs

The estimated costs of the study are \$150,000. Travis County is requested to commit \$20,000 for the study with the other partners contributing and/or raising the remaining funds.

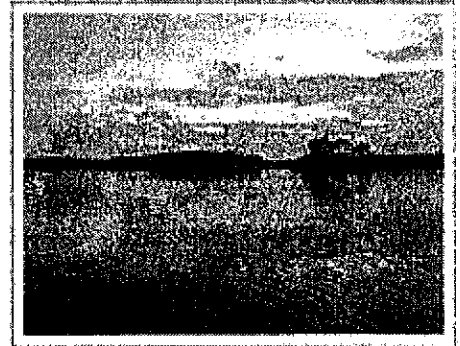
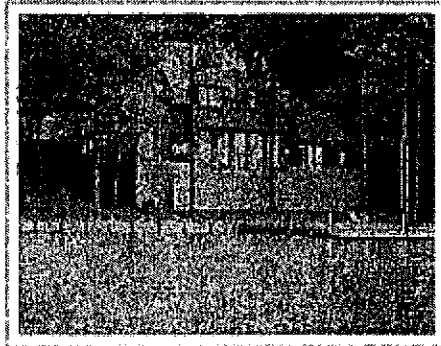
## Travis County Participation

Travis County is requested to act as the fiscal agent and legal administrator, with participation from Travis County staff including:

- Rodney Rhoades serving as the lead
- Tom Nuckols as the legal resource
- Tom Weber as the technical expertise on water quality



# LAKE MARTIN CASE STUDY



Lake Martin is a 44,000 acre lake with over 750 miles of wooded shoreline with the cities of Alexander City and Dadeville located next to the lake. As an artificial reservoir, Lake Martin was formed by the construction of Martin Dam on the Tallapoosa River. It is one of the largest artificial lakes in the United States, and a popular recreation area for swimming, boating, fishing, water skiing, camping, and golfing. Many waterfront neighborhoods and luxury homes are located on Lake Martin, and the lake has become a weekend getaway for many of Birmingham, Montgomery and Atlanta's elite.

On May 1, 2009 the nationwide consulting firm Robert Charles Lesser Company (RCLCO) released an Economic Impact Analysis on Lake Martin. The City of Alexander City, Elmore County Commission, Lake Martin Area Economic Development Alliance, Lake Martin Resource Association, Middle Tallapoosa River Basin Clean Water Partnership, Russell Lands Inc. and Tallapoosa County hired RCLCO to determine the economic impact of Lake Martin. The partners believed an economic assessment was necessary to determine the current and future development of the lake.



# LAKE MARTIN CASE STUDY RESULTS



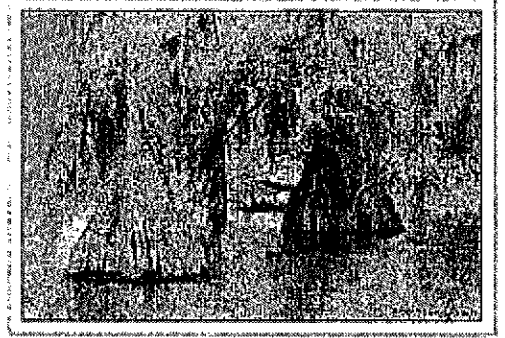
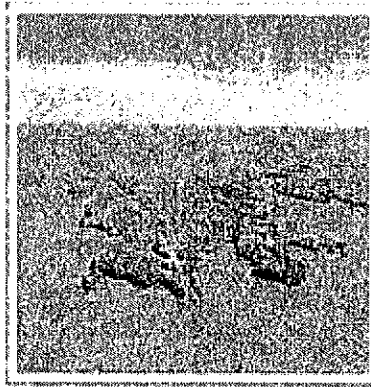
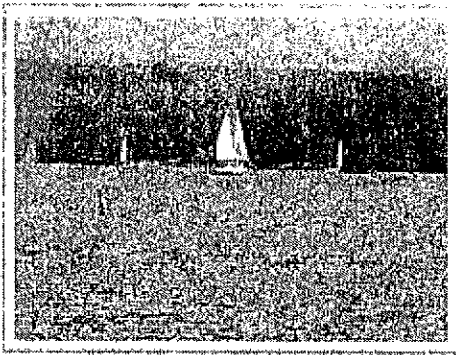
## The scope of the work included:

- What has happened and is expected to happen with property tax revenue to the counties based on development at the lake?
- What has happened and is expected to happen with sales tax revenue based on new development and visitation to the lake?
- How does the lake contribute to the local economy in terms of job creation?
- What is the impact of certain lake levels?
- How does all of the above contribute to dollars to the Counties, Cities, and State?

## The Results of the Study Indicated:

- Existing development on the lake and in waterfront subdivisions now has a total appraised value of \$3.4 billion.
- In Tallapoosa County, lakefront properties account for half of all the assessed property value, even though lake homes make up less than a quarter of the county's residences.
- Lake Martin development supports 1,600 total jobs, and if construction employment is included, that figure jumps to 3,170 jobs. Permanent jobs tied to the lake total 446, while retail and personal services jobs related to lake residents add another 1,100-1,200 jobs.
- Lake Martin residents and guests now account for about \$89 million per year in retail sales in Tallapoosa, Coosa and Elmore counties.
- With higher lake levels, estimated annual retail sales increases to \$149.3 million.

# LAKE MARTIN CASE STUDY COSTS



## TIME AND PROFESSIONAL FEE SCHEDULE

The time to complete the scope of work outlined above through the working session is 6 working weeks from the time that we start work to completion.

The professional fee to complete the scope of work outlined above is detailed below, plus expenses. Please refer to the enclosed appendix for information regarding our reimbursable expense schedule, billing arrangements, additional services and limiting conditions.

Kick-off Meeting and Initial Data Collection

\$8,000

Fiscal and Economic Impact (First County)

\$20,000

Fiscal and Economic Impact (Each Additional County)

\$10,000

Fiscal and Economic Impact (First City)

\$12,000

Fiscal and Economic Impact (Each Additional City)

\$6,000

Meetings and Deliverables

Included

TOTAL (assuming three counties and three cities)

\$72,000



**RESOLUTION OF THE BOARD OF DIRECTORS OF TRAVIS COUNTY  
WATER CONTROL AND IMPROVEMENT DISTRICT NO. 17 TO SUPPORT  
TRAVIS COUNTY'S STUDY REGARDING THE ECONOMIC ASSESSMENT  
OF A CLEAN LAKE TRAVIS**

THE STATE OF TEXAS           §  
                                          §  
COUNTY OF TRAVIS           §

**WHEREAS**, the Board of Directors of the Travis County Water Control and Improvement District No. 17 (the "District") recognizes the importance of Lake Travis' water quality to the health, economic, and recreational interests of the District's customers;

**WHEREAS**, the District's sole water source for serving its customers is derived directly from Lake Travis, a water body known for its superior water quality;

**WHEREAS**, there has been an on-going assault on Lake Travis water quality that is expected to continue through the coming months and years;

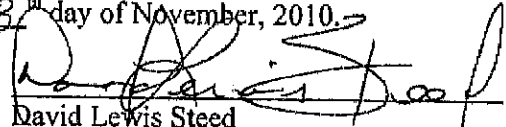
**WHEREAS**, the Board of Directors recognizes and applauds the Travis County Commissioners Court for its demonstrated leadership in support for a clean Lake Travis; and

**WHEREAS**, Travis County Precinct 3 Commissioner Karen Huber has proposed a regional economic study on the value of a clean Lake Travis (the "Study") and is seeking support from the public.

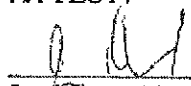
**NOW THEREFORE**, it is resolved by the Board of Directors of Travis County Water Control & Improvement District No. 17 as follows:

**Section 1:** The Board of Directors of the District commits to support the Study in the amount of \$10,000, to be conveyed to Travis County upon its authorization for contracting such a Study, and the District urges other water utilities directly using Lake Travis water to offer similar support for the proposed Travis County Study.

**PASSED AND APPROVED** this 18<sup>th</sup> day of November, 2010.

  
David Lewis Steed  
President, Board of Directors

**ATTEST:**

  
Jerri Lynn Ward  
Secretary, Board of Directors

## RESOLUTION

WHEREAS, Lake Travis and the communities surrounding it clearly contribute to quality of life in the Central Texas region and beyond; and

WHEREAS, its beautiful vistas, clear waters, preserves, parks, resorts, restaurants, hotels, lodges, spas, retreats, conference centers, educational facilities, entertainment venues, marinas, camp grounds, RV parks, and water parks provide opportunities for swimming, sailing, waterskiing, wakeboarding, fishing, sail boarding, scuba diving, parasailing, power boating, golf, tennis, camping, bird watching, nature tourism, learning, meetings and conferences; and

WHEREAS, thousand of people have found the Lake Travis area not only to be a wonderful place in which to live, but also a wonderful community in which to work, start a business, retire, or have a second home; and

WHEREAS, Lake Travis supplies the water for an urban metropolis that is frequently ranked as one of the best places in America to live or do business;

WHEREAS, the lake-oriented commercial properties and businesses, residential neighborhoods, schools and civic facilities, retail and personal service establishments, food and beverage establishments, and construction activity in the Lake Travis area all generate economic activity, jobs, and sales and property tax revenue that benefit not only the Central Texas region, but the entire State of Texas as well; and

WHEREAS, Lake Travis' contributions to the quality of life and economic well-being of the region and the state are dependent on the quality and quantity of water in Lake Travis.

NOW, THEREFORE, BE IT RESOLVED,

That the Village of Volente supports and contributes \$\_\_\_\_\_ towards the undertaking of an economic value study of the Lake Travis area that quantifies the economic contributions of the Lake Travis area to the Central Texas region and the State of Texas in terms of employment, spending, property values, property and sales tax revenue, and other appropriate economic and fiscal metrics, and also ~~assesses how those economic contributions could be enhanced or diminished by~~ changes to the quality and quantity of the water in Lake Travis.